

Ad ID 1120

Ad Text U.S. ARMY LIFTS BAN ON DREADLOCKS.

After the critics complained about the Army's unfair burden on black women's hair, the U.S. Army again lifted the ban on dreadlocks that was instated in April 2014.

The ban faced an instant backlash from black women so the Army unbanned braids and twists amidst the criticism.

Some of the female soldiers used harsh chemicals to keep their hair straight. Moreover, every eight weeks it cost them to \$80. Thus, the ban on dreadlocks caused a lot of unnecessary stress.

The ban on locs, which was part of Army Regulation 670-1, remained until January 2017. The new rules offered female soldiers another hairstyle option. Now the rules allow dreadlocks and locks but only if they are less than a half-inch wide.

Well, it took months for the Army to recognize that black women have different hair texture.

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Ad Targeting Location: United States

Age: 16 - 65+

Language: English (UK) or English (US)

Placements: News Feed on desktop computers or News Feed on mobile devices

People Who Match: Interests: Pan-Africanism, African-American Civil Rights Movement (1954–68), African-American history or Black (Color)

Ad Impressions 48

Ad Clicks 27

Ad Spend 200.00 RUB

Ad Creation Date 02/14/17 06:46:19 AM PST

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